

Marketing - BU202

Section: BU202 001242S Main Campus

Section Type: Lecture

Credit Hours: 3.00

Course Description: The scope and development of the modern marketing including marketing research, forecasting, consumer buying behavior and consumer motivation with emphasis on the marketing manager's implementation of the marketing mix: product, price, promotion and place.

Section Notes: This class will meet face-to-face 5 times: January 16, February 13, March 13, April 10, and May 1. The remainder of the work will be completed online.

WHEN

Days: T R

Times: 09:40 AM - 11:10 AM

Start Date: 01/14/2025

End Date: 05/06/2025

WHERE

Campus: Main Campus

Building: Lockman Hall

Room: LH104

INSTRUCTOR

KIM JOHNSON

BOOKS

No textbooks for this course.